



To: All HOME & CDBG Recipients
From: IHFA Community Development Department
Date: December 5, 2000
Re: HOME Affirmative Marketing Procedures

Notice: FSP-00-18

Recipients and subrecipients of HOME funds through the Indiana Housing Finance Authority (IHFA) for rental and homebuyer projects containing 5 or more HOME-assisted housing units under common ownership or developed by a single entity must use affirmative marketing practices in soliciting renters or buyers, determining their eligibility, and concluding all transactions.

HUD's definition of affirmative marketing is marketing efforts intended to reach those persons who are least likely to apply for HOME-assisted housing.

Effective immediately, IHFA HOME grantees are required to do the following:

- Identify those persons in your housing market who are least likely to apply for the HOME-assisted housing.
- Implement affirmative marketing procedures to reach those persons.
- For rental projects only, re-assess the housing market at least annually to determine persons who are least likely to apply for the HOME-assisted housing.
- Maintain a file documenting all marketing efforts throughout the project's affordability period.
- Report on affirmative marketing efforts on the IHFA HOME Annual Rental Report and Tenant File Reviews.

Examples of affirmative marketing efforts, include advertising in local media, placing flyers in community centers, houses of worship, social service offices, etc.

If you have any questions regarding affirmative marketing, please contact Lisa Coffman, IHFA Compliance Coordinator, at (317) 232-7777 or (800) 872-0371.

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